



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Presentation by Lodi District Chamber of Commerce
Regarding Current Activities and Programs


MEETING DATE: August 18, 1993

PREPARED BY: City Manager

RECOMMENDED ACTION: None required.

BACKGROUND INFORMATION: Les Dabritz, Executive Director, and Ray Hirning, President, Lodi District Chamber of Commerce will be present this evening to make a presentation regarding its current activities and programs.

FUNDING: None.


Jennifer M. Perrin
City Clerk

JMP

COUNCOM9/TXTA.02J/COUNCOM

APPROVED _____

THOMAS A PETERSON
City Manager



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DISTRICT
CHAMBER OF COMMERCE

RECEIVED

93 JUL 27 AM 9:16

July 26, 1993

Jennifer Perrin
City Clerk
City Hall
221 West Pine Street
P.O. Box 3006
Lodi, CA 95241-1910

Dear Mrs. Perrin:

This letter serves as a request by the Lodi District Chamber of Commerce to be scheduled on the Agenda of the Lodi City Council Meeting of August 18, 1993, to present a brief report to the Council.

The Chamber would like to present brief reports on current activities and programs to the Council on a quarterly basis.

The report will be jointly presented by Chamber President Ray Hirning and myself. The Council Members will also be provided with written copies of the report.

Please let me know if it is possible to schedule our Chamber presentation on August 18, 1993.

Sincerely,

Les Dabritz
Executive Director

cc: Ray Hirning
Bob Johnson

LD/js





DISTRICT
CHAMBER OF COMMERCE

August 18, 1993

TO: Lodi City Council
FROM: Les Dabritz, Executive Director
SUBJECT: Quarterly Information Report

CHAMBER MEMBERSHIP

It is gratifying to note that membership has reached an all time high mark of 884, with a net gain of 284 members in the past two years.

TOURISM COMMITTEE

This committee is formulating plans for a quarterly training program for hotel, restaurant and other employees who deal with visitors to Lodi. The sessions are designed to better acquaint them with the variety of things to do and see in the Lodi area.

LODI STREET FAIRE

The Faire is set for Sunday, October 3, 1993 on Downtown Lodi. Last May, 25,000 people attended the Street Faire which featured a record 439 vendors.

SMALL BUSINESS COMMITTEE

This committee is in the process of surveying members to determine the needs of small business. It will be conducting a special customer service program and seminar in October, 1993.

ECONOMIC DEVELOPMENT PLAN

With the cooperation of the City of Lodi, the Chamber's top priority has been the creation of an Economic Development Plan for Lodi.

Here tonight, to briefly report on the status of the joint Chamber/City Economic Development Task Force is LEON ZIMMERMAN (Bank of Lodi) a Chamber board member and member of the task force.



City Council Meeting

August 18, 1993

Joint Lodi District Chamber of Commerce and City of Lodi

Economic Development Task Force

Committee formation approved in December 1992

13 Members - 7 voting; 5 at large; 1 staff (Les Dabritz - Exec Dir)

First meeting held on January 25, 1993 (began meeting once a month and that has been changed to twice monthly)

PROGRESS

- Develop an economic plan - joint cooperative effort between the City of Lodi - Lodi District Chamber of Commerce - San Joaquin Partnership
- Develop a Mission Statement and Objectives
 - Accomplished with the help of members Mamie Starr & Janet Keeter
- New Business Acquisition
 - Referrals from San Joaquin Partnership
 - Identification of potential candidates
 - Solicitation of potential candidates
- Business Retention
 - Exposure - Lodi Business Holz Rubber Mixer & Tour (8/25)
 - Regional visits - contacts
 - National visits - contacts
 - Realtor participation - through the Lodi Board of Realtors - 4 qualified and experienced Realtors have been solicited to assist with site identification.

City of Lodi - Liaison

- Appreciation for the creation and appointment of an Economic Development Coordinator
- Ms Keeter has:
 - Assisted with the mission statement and objectives
 - Downtown Symposium
 - Input an progress regarding our transit system
 - As a liaison person; Ms. Keeter has been professional, shown genuine interest in our objectives and created a good relationship between the Chamber and City.

Current Situation

Catalina Swimwear

- 7 plants in California - other than Lodi they are located in the south San Joaquin Valley and Los Angeles.
- Contacted Mike Proies - CEO and Dale Murphy - Director of Manufacturing in Los Angeles to convey a positive attitude towards their continuing operations in Lodi.
- Lodi plant had 165 employees and was here for 30 years
- Talk of potential sale out of bankruptcy

California Economy

- Federal Reserve Bank - Weekly Letter

Our Challenge

- Collectively work in a positive environment with common goals and objectives to meet the economic needs of Lodi's business community to maintain employment for our population.

We are prepared to provide quarterly reports.